

Message Text

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PAGE 01 WELLIN 03185 01 OF 04 200312Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 ICA-20 /041 W
-----130013 200407Z /11

R 192353Z JUN 78
FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC 5751
INFO AMEMBASSY PORT MORESBY
AMEMBASSY SUVA
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND BY POUCH

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SYDNEY FOR WENTWORTH AND IMC

E.O.11652:N/A
TAGS: BEXP, NZ
SUBJECT: COMMERCIAL ACTION PROGRAM (CAP) - NEW ZEALAND -
FY 1979

1. THE FOLLOWING REPRESENTS AN FY 79 CAP FOR NEW ZEALAND
AND REFLECTS A JOINT EFFORT OF AMEMBASSY WELLINGTON AND
AMCONSUL AUCKLAND. FORMAT IS BASED ON 77 STATE
A-1111, THE MOST RECENT GUIDANCE WE HAVE RECEIVED ON
THE SUBJECT. WE WOULD APPRECIATE AN EARLY INDICATION
OF WASHINGTON'S REACTION TO THIS CAP, AND PARTICULARLY
AN INDICATION OF THE PROBABILITY OF THE VARIOUS TRADE
PROMOTION EVENTS REQUIRING WASHINGTON ORGANIZATION OR
SUPPORT BEING MADE AVAILABLE TO US.

2. TEXT OF FY 79 CAP FOLLOWS:

I. THE COMMERCIAL SETTING

THESE ARE TIMES OF CHANGE IN NEW ZEALAND. THIS COUNTRY
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IS HEAVILY DEPENDENT ON ITS ABILITY TO EARN OVERSEAS
EXCHANGE THROUGH EXPORT IN ORDER TO BE ABLE TO PAY
FOR THE IMPORTS NEEDED TO KEEP THE ECONOMY FUNCTIONING,
AND TO COVER DEFICITS IN THE INVISIBLES ACCOUNTS.
GOVERNMENT AND THE PRIVATE SECTOR HAVE JOINED FORCES TO
TRY TO EXPAND EXPORTS, BUT FOREIGN MARKETS ARE NOT
ALWAYS RECEPTIVE TO THE PRODUCTS NEW ZEALAND HAS

TRADITIONALLY OFFERED. AS A RESULT, THERE IS A CONSCIOUS EFFORT TO EXPAND AND DIVERSIFY THE MANUFACTURING SECTOR, AND TO INCREASE PRODUCTIVITY BOTH IN THE FACTORY AND ON THE FARM WHEREVER POSSIBLE. THESE MOVEMENTS OFFER PARTICULARLY GOOD PROSPECTS TO AMERICAN EXPORTERS OF INDUSTRIAL MACHINERY AND PRODUCTION TECHNOLOGY. PARTICULARLY NOTEWORTHY WILL BE EFFORTS TO INCREASE THE AMOUNT OF PROCESSING OF RAW FOOD PRODUCTS IN NEW ZEALAND PRIOR TO EXPORT AND TO DEVELOP A VIABLE LARGE-SCALE FISHING AND FISH PROCESSING INDUSTRY. ALSO WORTH CLOSE ATTENTION ARE THE CONSEQUENCES OF THE COMING ON-STREAM NEXT YEAR OF THE MAMMOTH MAUI NATURAL GAS FIELD WHICH WILL HAVE MAJOR CONSEQUENCES IN THE ENERGY SECTOR AND WILL LIKELY LEAD TO THE ESTABLISHMENT OF NEW GAS-BASED INDUSTRIES. AS ALWAYS, GOOD OPPORTUNITIES WILL CONTINUE TO EXIST FOR SALES OF COMPUTERS, SAFETY AND SECURITY EQUIPMENT, AUTO REPAIR EQUIPMENT, COMMUNICATIONS EQUIPMENT, EQUIPMENT FOR THE FOREST AND FOREST PRODUCTS INDUSTRIES, AND FOR MANY OTHER CATEGORIES OF GOODS, AS WELL. THIS CAP IS DESIGNED TO TAKE ADVANTAGE OF THESE OPPORTUNITIES.

FOR AMERICAN EXPORTERS, HOWEVER, NEW ZEALAND'S SELF-PERCEPTION AS A SMALL AND ECONOMICALLY VULNERABLE COUNTRY WILL DICTATE THAT THE 40-YEAR-OLD IMPORT LICENSING SYSTEM REMAIN IN FORCE FOR THE FORE-

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SEEABLE FUTURE. WHILE MODIFICATIONS MAY BE MADE IN THAT SCHEME AS A RESULT OF THE GIVE-AND-TAKE OF THE MTN NEGOTIATIONS, THE BASIC SYSTEM WILL NOT GO AWAY. IMPORTS OF PRODUCTS WHICH MIGHT THREATEN LOCAL INDUSTRIES WILL CONTINUE TO BE CAREFULLY CONTROLLED, AND IN SOME CASES, IN EFFECT, BANNED. IN SUCH INSTANCES, LICENSING FOR LOCAL MANUFACTURE MIGHT STILL OFFER A MEANS OF ENTRY INTO THE NEW ZEALAND MARKET, AND U.S. EXPORTERS WOULD DO WELL TO CONSIDER THIS POSSIBILITY AS WELL AS DIRECT EXPORT SALES.

II. PERSONNEL RESOURCES.

THE COUNTRY COMMERCIAL ACTION GROUP FOR NEW ZEALAND CONSISTS OF THE AMBASSADOR AS CHAIRMAN, THE CONSUL GENERAL IN AUCKLAND, THE CHIEF OF THE ECONOMIC/COMMERCIAL SECTION, THE COMMERCIAL ATTACHE, AND THE PUBLIC AFFAIRS OFFICER.

STATE FUNDED ECONOMIC/COMMERCIAL PERSONNEL

EMBASSY WELLINGTON:

CHIEF E/C SECTION	FSO-3
COMMERCIAL ATTACHE	FSO-4
COMMERCIAL SPECIALIST	FSL-6
COMMERCIAL ASSISTANT	FSL-4

CONSULATE GENERAL AUCKLAND

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INFO OCT-01 EA-12 ISO-00 EB-08 ICA-20 /041 W
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R 192353Z JUN 78
FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC 5752
INFO AMEMBASSY PORT MORESBY
AMEMBASSY SUVA
AMEMBASSY CANBERRA
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CONSUL GENERAL	FSO-3
COMMERCIAL SPECIALIST	FSL-6
COMMERCIAL ASSISTANT	FSL-3

III. REVIEW OF FY 78 COMMERCIAL ACTIVITIES

THE CAP FOR FY 78 AS ORIGINALLY SUBMITTED IN 77 WELLINGTON 1058 REQUIRED MODIFICATION DURING THE YEAR (REF WELLINGTON 0766) TO TAKE INTO ACCOUNT THE CLOSING OF THE SYDNEY TRADE CENTER AND OPENING OF AN INTERNATIONAL MARKETING CENTER IN ITS STEAD, AND THE EMBASSY'S VISIT USA EFFORTS. BASIC MARKET RESEARCH ON COMPUTERS, BUSINESS EQUIPMENT, AND HEALTH CARE EQUIPMENT WERE ADDED TO THE MARKET BRIEF ON SAFETY AND SECURITY EQUIPMENT SUBMITTED IN FY 77, AND BEFORE THE END OF FY 78 IT IS INTENDED THAT MARKET BRIEFS ON TELECOMMUNICATIONS, AND ON EQUIPMENT FOR THE FISHING INDUSTRY AND FOR FORESTRY AND THE FOREST

PRODUCTS INDUSTRIES SHOULD HAVE BEEN SUBMITTED. THE
AM-TECH '78 SOLO EXHIBITION IN WELLINGTON WILL BE HELD
IN JULY, 1978 AS AN OFF-SITE PROJECT OF THE SYDNEY IMC.
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A REPFIND EXERCISE IN ENGINEERING EQUIPMENT IS ANTICIPATED
FOR SEPTEMBER. TWO SERIES OF VISIT USA SEMINAR PROGRAMS
WILL HAVE BEEN HELD IN NEW ZEALAND DURING FY 78, AND
IT APPEARS THAT THE U.S. TRAVEL SERVICE IS TAKING
AN INCREASING INTEREST IN THE COUNTRY AS A RESULT OF
OUR INITIATIVES.

IV. CAMPAIGNS AND OTHER SPECIAL EFFORTS

CAMPAIGN NUMBER 1. FOOD PROCESSING AND PACKAGING EQUIPMENT

MANAGER: JOHN HALL, COMMERCIAL ATTACHE, WELLINGTON

A. TO CLEARLY DEFINE EXPORT OPPORTUNITIES IN THIS
EXPANDING SECTOR, A MARKET BRIEF WILL BE SUBMITTED
DURING THE YEAR. THIS WILL BE A COMPLEMENT TO THE
MARKET BRIEF ON EQUIPMENT FOR THE FISHING AND FISH
PROCESSING INDUSTRIES WHICH IS TO BE SUBMITTED DURING
FY 78.

B. TO TAKE ADVANTAGE OF EXPORT OPPORTUNITIES, USDOC
HAS BEEN ASKED TO MAKE THE VTR PROGRAM ON PACKAGING
AVAILABLE IN NEW ZEALAND IN OCTOBER, 1978, AND
AGAIN AT THE MARINE EXHIBITION IN WELLINGTON IN MAY,
1979. IN ADDITION, USDOC HAS BEEN ASKED TO MAKE THE
FISHING EQUIPMENT CATALOG SHOW AVAILABLE FOR PRESENT-
ATION AT THE MARINE EXHIBITION. FURTHERMORE, WE WILL
WORK WITH LOCAL TRADE ASSOCIATIONS AND THE TRAVEL
INDUSTRY IN AN EFFORT TO ORGANIZE A GROUP VISIT TO
THE AMERICAN MEAT INSTITUTE CONVENTION BEING HELD IN
CHICAGO NOVEMBER 3-6, 1979.

C. IN ORDER TO IMPROVE THE FTI FOOD PROCESSING AND
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PACKAGING BASE, POSTS WILL ENSURE THAT CURRENT WTDR'S
ARE ON FILE FOR ALL MAJOR FIRMS IN THE SECTOR.

D. A MINIMUM OF FIVE QUALITY TRADE OPPORTUNITY REPORTS
WILL BE DEVELOPED IN THE FOOD PROCESSING AND PACKAGING
SECTOR DURING THE FY.

CAMPAIGN NUMBER 2. INSTRUMENTATION

MANAGER: QUENTIN PILLING, COMMERCIAL SPECIALIST, AUCKLAND

A. TO CLEARLY DEFINE EXPORT OPPORTUNITIES, TWO MARKET RESEARCH PROJECTS WILL BE UNDERTAKEN IF THE REGIONAL MARKET RESEARCH OFFICER IN SYDNEY CAN BE MADE AVAILABLE FOR THE PURPOSE (REF WELLINGTON 3080). ONE WOULD CONCENTRATE ON LABORATORY INSTRUMENTATION, THE OTHER ON PROCESS CONTROL INSTRUMENTATION. IT HAS BEEN REQUESTED THAT THESE STUDIES BE PERFORMED AT THE BEGINNING OF FY 79 SO THAT THEIR FINDINGS CAN BE TAKEN INTO ACCOUNT IN PREPARING FOR AN INSTRUMENTATION TRADE MISSION LATER IN THE YEAR (SEE PARA B BELOW).

B. ASSUMING THAT THE MARKET RESEARCH PORTRAYS SUFFICIENT OPPORTUNITIES FOR U.S. EXPORTERS, POSTS IN NEW ZEALAND RECOMMEND THAT A USDOC INSTRUMENTATION TRADE MISSION VISIT THIS COUNTRY DURING THE FOURTH QUARTER OF THE FY. WE SUGGEST TWO DAYS OF BUSINESS APPOINTMENTS IN AUCKLAND, AND POST-MISSION EVALUATION OF RESULTS OF THE EVENT.

C. POSTS WILL SUBMIT CURRENT WTDR'S ON ALL MAJOR

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FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC 5753
INFO AMEMBASSY PORT MORESBY
AMEMBASSY SUVA
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
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IMPORTERS AND MANUFACTURERS OF INSTRUMENTATION IN NEW ZEALAND.

D. A MINIMUM OF FIVE QUALITY TRADE OPPORTUNITY REPORTS
WILL BE DEVELOPED IN THIS PRODUCT SECTOR DURING FY 79.

CAMPAIGN NUMBER 3. EQUIPMENT FOR THE PLASTICS INDUSTRY

MANAGER: JOHN PRENDERGAST, COMMERCIAL SPECIALIST, WELLING-
- TON.

A. A MARKET BRIEF ON THIS THEME WILL BE SUBMITTED DURING
THE FY.

B. USDOC HAS BEEN ASKED TO MAKE AVAILABLE IN NEW ZEALAND
THE PLASTICS MACHINERY VTR PROGRAM SCHEDULED TO BE PRO-
DUCED DURING THE FY. WE WOULD HOPE TO FEATURE THIS
EVENT IN NEW ZEALAND'S THREE MAJOR CITIES OVER TWELVE
CALENDAR DAYS.

C. ASSUMING THAT THE MARKET BRIEF PORTRAYS SUITABLE
EXPORT OPPORTUNITIES, WE WOULD WELCOME A USDOC TRADE
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MISSION IN EQUIPMENT FOR THE PLASTICS INDUSTRY. WE
SUGGEST ONE OR TWO DAYS OF BUSINESS APPOINTMENTS,
PREFERABLY IN WELLINGTON, AND RECOMMEND THAT THE
MISSION VISIT NEW ZEALAND LATE IN THE FY. POSTS
RECOMMEND USDOC FOLLOW-UP EVALUATION OF SUCH A
MISSION.

D. WORKING WITH LOCAL TRADE ASSOCIATIONS AND THE TRAVEL
INDUSTRY, WE HOPE TO ORGANIZE A GROUP VISIT TO THE
NATIONAL PLASTICS EXPO IN CHICAGO JUNE 18-22, 1979.

E. A MINIMUM OF FIVE QUALITY TRADE OPPORTUNITY REPORTS
WILL BE SUBMITTED IN THIS SECTOR DURING THE FY.

SPECIAL EFFORT NUMBER 1. NATURAL GAS STUDY

GIVEN THE IMPORTANCE WHICH NATURAL GAS WILL SOON ASSUME IN
NEW ZEALAND'S OVERALL ENERGY SITUATION, A MARKET BRIEF
ON THE IMPLICATIONS OF INCREASING USAGE OF NATURAL GAS
WILL BE SUBMITTED DURING THE FY. THIS STUDY IS SEEN AS THE
PRELUDE TO A CAMPAIGN EFFORT IN FY 80.

SPECIAL EFFORT NUMBER 2. VISIT USA

WE WILL CONTINUE TO COOPERATE WITH USTS AND WITH
AMCONSUL SYDNEY TO PROVIDE LITERATURE SUPPORT TO THE
NEW ZEALAND TRAVEL INDUSTRY, AND TO UNDERTAKE ANOTHER

SERIES OF VISIT USA SEMINARS EARLY IN 1979. THE VISIT
USA COMMITTEE WILL BE INVITED TO SUBMIT ADDITIONAL
IDEAS FOR FUTURE ACTIVITIES AS PART OF AN EVALUATION
OF THE NEW ZEALAND VISIT USA PROGRAM.
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SPECIAL EFFORT NUMBER 3. AGENCY INDEX UPDATE

A COMPREHENSIVE UPDATING OF THE NEW ZEALAND AGENCY-INDEX
IN COOPERATION WITH THE AMERICAN CHAMBER OF COMMERCE
IN NEW ZEALAND WILL BE UNDERTAKEN, FUNDS PERMITTING.

SPECIAL EFFORT NUMBER 4. EQUIPMENT FOR THE FORESTRY AND
- FOREST PRODUCTS INDUSTRIES

A COMMERCE DEPARTMENT TRADE MISSION WILL VISIT NEW
ZEALAND IN MARCH, 1979. MARKET RESEARCH PREPARATORY
TO THIS EVENT WILL BE SUBMITTED DURING FY 78. POST-
EVENT EVALUATION BY USDOC WOULD BE PARTICULARLY HELPFUL
IN CAP PLANNING FOR THE FUTURE.

SPECIAL EFFORT NUMBER 5. COMPUTERS

WORKING WITH LOCAL TRADE ASSOCIATIONS AND THE TRAVEL
INDUSTRY, POSTS WILL ATTEMPT TO ORGANIZE A GROUP VISIT
TO THE NATIONAL COMPUTER CONFERENCE IN NEW YORK JUNE
4-7, 1979, AND TO EVALUATE THE RESULTS OF THAT VISIT
FOLLOWING THE GROUP'S RETURN.

SPECIAL EFFORT NUMBER 6. COMMUNICATIONS

A REPFIND EXERCISE IN COOPERATION WITH THE SYDNEY IMC
WILL BE UNDERTAKEN IN OCTOBER, 1978 FOR EXPORTERS OF
COMMUNICATIONS EQUIPMENT INTERESTED IN THE NEW ZEALAND
MARKET. MARKET RESEARCH ON THIS THEME IS TO BE SUBMITTED

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FM AMEMBASSY WELLINGTON

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INFO AMEMBASSY PORT MORESBY

AMEMBASSY SUVA

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DURING FY 78. POST-EVENT EVALUATION OF THE REPFIND BY
USDOC OR BY THE SYDNEY IMC WOULD BE APPRECIATED.
SPECIAL EFFORT NUMBER 7. AUTOMOTIVE MAINTENANCE AND REPAIR
- EQUIPMENT

A REPFIND EXERCISE IN COOPERATION WITH THE SYDNEY IMC WILL
BE UNDERTAKEN FOR EXPORTERS INTERESTED IN THE NEW ZEALAND
MARKET IN JUNE, 1979. AS ABOVE, EVALUATION OF THE
REPFIND WOULD BE APPRECIATED.

SPECIAL EFFORT NUMBER 8. SAFETY AND SECURITY EQUIPMENT.

A REPFIND EXERCISE IN COOPERATION WITH THE SYDNEY IMC
WILL BE UNDERTAKEN IN THIS THEME IN SEPTEMBER, 1979. AS
WITH OTHER REPFINDS, SUBSEQUENT EVALUATION WOULD BE
APPRECIATED.

END FY 79 CAP TEXT.

3. SECTION V. FINANCIAL RESOURCES SCHEDULE WILL
FOLLOW SHORTLY BY SEPTTEL. HEALY

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